Initial Public Outreach

At the heart of MyGlenville’s planning effort is resident and stakeholder engagement. As the project kicked off, the planning team consulted with the steering committee regarding effective outreach strategies and devised a multi-pronged approach in obtaining resident feedback. The public outreach strategy includes the use of public meetings, focus group meetings, stakeholder interviews, project website (www.myglenville.com), a social media campaign (i.e., the utilization of #MyGlenville on Facebook, Instagram, and Twitter), and many personal conversations.

First, the Ward 9 portion of the Glenville was subdivided into four smaller sections for the purpose of convening public meetings. On May 26-28, 2015, the planning team facilitated meetings at the Glenville Library, the University Circle United Methodist Church, the Notre Dame Academy, and the Bethany Baptist Church. At these meetings, residents were asked to identify community assets, as well as issues/opportunities for Glenville, and locate them on a map of the Study Area (see Figure 5 and Figure 6).

Figure 5: First Round of Public Meetings
Second, follow up public meetings were convened on July 27-28, 2015, for the Ward 9 portion of Glenville. The purpose of these meetings was to present findings from the Existing Conditions Analysis and to brainstorm ideas for potential strategies. Meetings were held at the Notre Dame Academy and the auditorium at Glenville High School.

Third, a public meeting was convened for Wards 8 and 10 portions of Glenville on November 5 at the Everlasting Baptist Church.¹

Fourth, focus group meetings were organized for the purpose of discussing specific topics (e.g., education, youth, and churches). These meetings extended beyond the completion of phase 1, with the exception of the Education Focus Group, which met on September 2.

Lastly, the members of the planning team conducted dozens of targeted one-on-one interviews with residents, merchants, institutional partners, elected officials, and other stakeholders.

Figure 6: Mapping Exercise and Discussion Notes from the Round of Public Meetings

¹ The decision to expand the Study Area beyond the Ward 9 boundary wasn’t made until late August, which explains why the public meetings for Ward 8 and 10 were held in late October.
Themes that Emerged from the Initial Public Engagement Process

Glenville is a neighborhood that possesses unrivaled assets in the City of Cleveland and this assertion was strongly affirmed by the residents. At the top of the list of Glenville’s assets include:

- Cultural Gardens
- Historically significant sites and historic homes on Wade Park
- Wade Park/Oval
- Proximity to the cultural institutions
- Presence of many churches
- Park amenities
- Case Western Reserve University Campus
- The Superman House
- Public libraries (Glenville Library on St. Clair Avenue and the Langston Hughes Library on Superior Avenue)
- East Blvd Historic District
- B & M BBQ Restaurant on E. 105th

Despite these strong neighborhood assets, the residents characterized Glenville as a community in need and identified the following items that were either missing in Glenville or require improvement:

- Lack of retail shops (full service supermarket, restaurants, etc.)
- Outdated recreation center
- Struggling public schools
- High rates of infant mortality, lead poisoning, & other health issues
- Lack of business & entrepreneurship opportunities
- Presence of vacant properties
- Vacant East Side Market
- Shortage of quality affordable housing
- High crime rates
- Shortage of arts & entertainment events/venues
- Lack of local bank branches
- Lack of connectivity to Rockefeller Park and Cultural Gardens

In meetings and conversations, there were several themes that emerged that reflected the wishes and desires of Glenville residents. They include the following:

- Maintain Glenville’s cultural identity
  Glenville was once known as the “Gold Coast of Cleveland” and was the envy of the Northeast Ohio region. The residents and stakeholders expressed a desire to tap into this rich history as a foundation of revitalization, rather than inventing a brand new identity for Glenville.

- Make Glenville work for current residents as well as newcomers
  Residents expressed a high level of concern over the prospect
of being displaced (both physically and socially) by new developments. All efforts to improve Glenville must be vetted through a framework of social inclusion—or put in another way, must weigh the consequences of proposed projects/initiatives to existing residents.

- **Return a sense of community**

  Long-time residents recalled a time when Glenville was a place where neighbors looked out for each other, where the community embraced a collective responsibility to raise its children, and where people from different backgrounds lived next to each other. Promoting the sense of unity and inclusiveness should be important elements of neighborhood revitalization.

- **Restore economic vitality**

  Currently, many of the shops and services—even for those meeting everyday needs—are missing from Glenville. Residents routinely travel outside of the neighborhood to visit supermarkets and restaurants. Residents expressed a strong desire to shop and dine in Glenville, while at the same time supporting locally owned establishments as much as possible. Additionally, residents and stakeholders expressed the need to focus on job opportunities in sectors that pay adequate living wages.

- **Promote healthy lifestyles**

  Residents and stakeholders expressed an urgent need to focus on public health initiatives to address concerns over extremely high rates of infant mortality and lead poisoning incidents in Glenville. Additionally, various ideas to create public spaces that encourage healthy lifestyles (e.g. building walking/biking trails), as well as efforts to recruit healthy food providers to the neighborhood, were repeat suggestions.

**Subsequent Community Input Process**

Midway through the planning process, as background analysis was completed and initial themes began to emerge in regard to MyGlenville Plan’s goals and objectives, an Open House event was held at the Glenville Recreation Center on November 9, 2015. There were no formal presentation made by the planning team at this event; rather, it was a chance to present the background findings and discuss with the residents initial ideas for action on presentation boards. Participants were asked to vote on which ideas they thought were the highest priorities and which others were missing from the list.

Finally, the draft final plan was presented on June 28, 2016 as part of Famicos Foundation’s annual meeting. The residents feedback collected at this meeting were evaluated and have subsequently been incorporated into this document (see Figure 7 on the following page).
3. Planning Process

Figure 7: Discussions at the Subsequent Public Meetings
Summary of Prior Planning Efforts

The following is a list of relevant plans previously completed by various entities—including the City of Cleveland; Famicos Foundation; Glenville Development Corporation; the Cleveland Foundation; and University Circle, Incorporated. Whenever possible, the current status of project/program implementation is also detailed.

- **Connecting Cleveland, 2020 Citywide Plan (2007)**
  This is a “general plan” that serves as the blueprint for development and revitalization activities in the city. Specifically for the Glenville neighborhood, the 2020 Plan issued the following vision statement: Make Glenville a neighborhood of choice by building on its unique location near University Circle, Lake Erie and Rockefeller Park and the strength of its religious institutions. Most of the development opportunities profiled in the 2020 Plan have either been implemented to date, or will be incorporated into My Glenville, including: the Heritage Lane housing development; creating housing options for residents that offer variety in size, style, price-point, and housing type; streetscape enhancements along the major neighborhood arterials of E. 105th Street, Superior Avenue, and St. Clair Avenue; and retail investment at nodes at E. 105th/St. Clair, E. 105th/Superior and Garrett Square.

- **The Superior 5 TLCI Study (2009)**
  Completed by the Glenville Development Corporation, this study set forth a site development strategy for the area near Superior Avenue and E. 105th Street. The revitalization strategies described in this plan were mostly limited to physical improvements—such as streetscape enhancements, extension of the bike path from MLK Blvd. to E. 107th Street, installation of community gardens, and infill residential/commercial development along Superior Avenue. The Northeast Ohio Area Coordinating Agency awarded a planning grant to fund this study through the Transportation for Livable Communities Initiative (TLCI).

- **Glenville-Wade Park Strategic Investment Initiative (2007)**
  This study outlined Famicos Foundation’s strategic investment strategy for the area bounded by Wade Park Avenue, East Boulevard, E. 105th Street, and the City of East Cleveland to the east. A majority of the initiatives outlined in this study have already been implemented and/or will be incorporated into My Glenville, including: multi-faced housing strategy (i.e., the Heritage Lane Homes/Townhomes project, University Tower project, homeowner rehabilitation programs, vacant property management program, and others), improved connections to the Rockefeller Park and other green spaces in Glenville, community building through regular communication and festivals, and commercial development at existing neighborhood nodes.
- **Sankofa District Plan (1996)**
  Completed by the Glenville Development Corporation in 1996, this study focused on the revitalization of E. 105th Street into a cultural center within the African-American community. Completed a commercial district market study, design guidelines, and outlined redevelopment opportunities in Glenville.

  Completed in 2000, this document expressed a vision for University Circle and set forth a work program from which University Circle Incorporated and the institutional partners will collaborate on various initiatives.

- **Greater University Circle Initiative, Cleveland Foundation (2013)**
  This study outlined the collaborative redevelopment initiative by multiple anchor institutions in and around Cleveland’s University Circle district. The goals are to rebuild the adjacent neighborhoods (Glenville, East Cleveland, Little Italy, Buckeye/Shaker, Fairfax, Central, and Hough) and improve the economic opportunities of the residents. GUCI focuses on four strategies: Institutional Partnership, Physical Development; Economic Inclusion; and Community Engagement.

- **E. 105th - E. 93rd Transportation Corridor Plan (On-Going)**
  The Plan will focus on improving transit, bicycle and pedestrian facilities, while reshaping land use and development to foster economic opportunities and neighborhood revitalization along this corridor. As of this report, the City has selected a consultant to spearhead the planning, preparation, and design for this project.

- **Garrett Square Revitalization Strategy (2004)**
  Prepared by the Garrett Square Economic Development Corporation, this document focused on design guidelines along Superior Avenue between E. 110th Street and the railroad underpass in East Cleveland. The four stated goals of the Strategy consisted of: 1) maximize the economic development potential of Garrett Square; 2) enhance the visual character of the environment; 3) improve the vehicular and pedestrian circulation, particularly in the retail core; and 4) protect and enhance the residential quality of the area. In 2012, Forman Mills and Sav-A-Lot were recruited to the former Tops Friendly Markets property in Garrett Square.

- **Opportunity Corridor Project (On-Going)**
  The project will create a new three-mile boulevard between I-490 at E. 55th and University Circle, with the hope that new businesses will one day dot that route. The 3.2-mile, $331 million corridor will connect Interstate 490 and University Circle (see Figure 11).
Other plans and initiatives include:

- Case Western Reserve University Master Plan (2005, 2015 update currently in production)
- Little Italy Master Plan (2005)
- Fairfax Strategic Investment Plan (2014)
- The Waterfront District Plan (Dike 14)
- Euclid Ford Redevelopment (completed)
- Gordon Park (completed)
- St. Clair Avenue Corridor Study – Midway (On-going)
- University Circle Mobility Study – TLCI (Planned)